

Message Text

UNCLASSIFIED

PAGE 01 ROME 05047 072029Z

64

ACTION EB-07

INFO OCT-01 EUR-12 NEA-09 IO-10 ISO-00 CCO-00 CIAE-00

OTPE-00 FCC-02 INR-07 NSAE-00 OC-05 COME-00 BIB-01

DODE-00 PA-02 USIA-15 PRS-01 SP-02 (ISO) W

----- 032541

R 071756Z APR 75

FM AMEMBASSY ROME

TO SECSTATE WASHDC 0471

INFO AMEMBASSY BELGRADE

AMEMBASSY BERN

AMEMBASSY BONN

AMEMBASSY BRUSSELS

AMEMBASSY COPENHAGEN

AMEMBASSY DUBLIN

AMEMBASSY THE HAGUE

AMEMBASSY LISBON

AMEMBASSY LONDON

AMEMBASSY LUXEMBOURG

AMEMBASSY MADRID

AMEMBASSY PARIS

AMEMBASSY TRIPOLI

AMEMBASSY TUNIS

AMEMBASSY VALLETTA

US MISSION EC BRUSSELS

US MISSION GENEVA 0018

UNCLAS ROME 5047

E.O. 11652: N/A

TAGS: ETEL, IT

SUBJECT: ITALY OPTS FOR PAL COLOR TV

1. ON APRIL 4TH, 1975 THE ITALIAN HIGH COMMISSION OF MINISTRY
OF POSTS AND TELECOMMUNICATIONS DECIDED ON GERMAN PAL SYSTEM
AS MOST SUITABLE COLOR-TV STANDARD FOR ITALY.

2. COMPLETE AND DETAILED REPORT ON TECHNICAL ASPECTS WILL
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 ROME 05047 072029Z

BE DISCUSSED BY CIPE (THE INTERMINISTERIAL COMMITTEE FOR THE

ECONOMIC PLANNING), WHICH MUST GIVE FINAL APPROVAL.

3. ACCORDING TO OUR SOURCES CHOICE WAS DICTATED BY FACT THAT RAI HAS BEEN EXPERIMENTING ALMOST EXCLUSIVELY WITH PAL AND THAT ITALIAN NATIONAL ASSOCIATION OF ELECTRICAL AND ELECTRONIC INDUSTRIES HAD BEEN STRONGLY PROMOTING PAL FOR THE LAST DECADE SINCE ITALIAN T.V. INDUSTRY ALREADY PRODUCING AND EXPORTING PAL COLOR SETS (APPROX. 250,000 SETS A YEAR). IT WOULD HAVE TAKEN TWO/THREE YEARS AT LEAST TO ADJUST PRODUCTION TO SECAM. FURTHERMORE, THE INTERCONNECTION WITH THE EUROPEAN T.V. NETWORK SEEMS TO FAVOUR PAL OVER SECAM.

4. PRODUCTION OF 500,000 COLOR T.V. SETS FOR THE FIRST YEAR IS EXPECTED AT AN AVERAGE RETAIL PRICE OF 480,000 LIRE (760 U.S. DOLLARS EACH).

5. COMMENT: PRESS IS SPECULATING THAT DECISION TO OPT FOR GERMANY SYSTEM STEMS FROM BAD FEELINGS CREATED BY FRENCH DECISION TO EXCLUDE ITALIAN WINE IMPORTS COUPLED WITH FACT THAT GERMANS HAVE BEEN FORTHCOMING IN OFFERING DIRECT BALANCE OF PAYMENTS CAPITAL ASSISTANCE TO GOI. HOW MUCH OF COMMITTEE'S THINKING, IF ANY, WAS MOTIVATED BY THESE ISSUES IS NOT POSSIBLE TO TELL AT THIS TIME.BEAUDRY

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TELEVISION SYSTEMS
Control Number: n/a
Copy: SINGLE
Draft Date: 07 APR 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975ROME05047
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750121-0047
From: ROME
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750475/aaaacqqi.tel
Line Count: 84
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 25 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <25 JUN 2003 by RuthemTJ>; APPROVED <14 JAN 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: ITALY OPTS FOR PAL COLOR TV
TAGS: ETEL, IT
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006